



ACADEMIC YEAR 2022-23

7.2.1 - Describe two best practices successfully implemented by the Institution as per NAAC format provided in the Manual.

Best Practice 1: Student Training Program for the Placement & life skill Enhancement

1. Title of the Practice: Campus to Corporate Training Program

2. Objectives of the Practice: The objectives of this activity listed as

- Offering training opportunities in technical, computing, and life skills.
- Identifying training programs based on industry needs and curriculum gaps.
- Improving employability prospects.
- Equipping students for entrepreneurship.

3. The Context:

The Institute's training and placement division has recognized industry requirements through a thorough analysis involving input from industry advisors, parents, and alumni. Consequently, a decision was made to offer training encompassing technical skills, computing proficiency, and soft skills.

4. The Practice:

The implementation of training programs, including Life Skills Training, Python Programming, Java Full Stack, Microsoft Power BI, Retail Store Manager training sessions proved very helpful for students' enrichment of skills and their placement.

Module for MBA	Class
Module 1 - Life skill & Soft skill	MBA I Sem I
Module 2 – Basic & Advanced Excel	
Module 3 – Basic Financial Securities Insurance	MBA II Sem III
Module 4 – Retail Store Manager	
Module 5 – Microsoft Power BI	
Module 6 – Human Recourse Management	
Module 7 – Certified Accounts Executive	

The training was conducted for 2 hours per day. For MBA I training on Life skill & Soft skill (24 hours), Basic & Advanced Excel (60 hours). Training on Basic Financial Securities





ZEAL EDUCATION SOCIETY'S

**ZEAL INSTITUTE OF MANAGEMENT AND COMPUTER
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Insurance (240 hours), Retail Store Manager (130 hours), Microsoft Power BI (130 hours), Human Resource Management (30 hours), Certified Accounts Executive (242 hours) training was conducted for MBA II Students. This training Program aims for refreshing technical fundamentals and improves basic domain knowledge and concepts. Besides this T&P section conducts Value Added Program/Workshop by Industrial Experts in terms of seminars, guest and expert lectures and Special Industry Placement Oriented Trainings for company specific activities, aptitude tests, mock technical interviews, personal interviews preparations.

Evidence of Success:

The program has assisted students in gaining motivation and better preparation for employment during campus placements. As a result, there has been an increase in the number of student placements and an overall improvement in professional behavior.

Problems Encountered and Resources Required:

The challenge faced in initiating this program revolved around motivating and persuading students to undergo training. Availability of essential resources such as computer laboratories, arrangement of time slot to cater large number of students for various training programming simultaneously was a challenge. However, the institute addressed this challenge by proper planning and execution of available resources to overcome these issues.


IQAC Coordinator




Director

Director
Zeal Institute of Management
& Computer Application



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Best Practice 2: Newsletter

1. Title of the Practice: Newsletter

2. Objectives of the Practice: The objectives of this activity can be listed as:

- To offer a platform for students for their creativity.
- To encourage students for their overall development and showcase their ideas.
- To motivate the students for showing their creativity.
- To provide a platform for faculties to express their opinion and ideas on a topic.

College Newsletter serves as a vital component of the academic and social environment on students. Its importance lies in various aspects that contribute to the overall development and enrichment of the college experience. It provides a platform for students to showcase their creativity, be it through writing, art, photography, or other forms of expression. This not only helps in fostering creativity but also encourages students to explore and develop their talents. The newsletter serves as a medium for communication and information dissemination within the college community. It keeps students, faculty, and staff informed about events, updates, and important news related to the college. Through its content, a college newsletter can celebrate the diversity of talents, opinions, and perspectives present within the college. This contributes to a rich and inclusive campus culture.

3. The Context:

The newsletter can feature academic articles, research papers, and thought-provoking essays, encouraging intellectual discourse and stimulating discussions within the college community. It serves as a platform for sharing knowledge and diverse perspectives. A well-designed and content-rich college magazine can contribute to the promotion and branding of the institution. It showcases the vibrancy of campus life, academic excellence, and the overall positive atmosphere, attracting prospective students, faculty, and collaborators. It plays a crucial role in capturing the essence of college life, promoting creativity and communication, documenting achievements, and contributing to the overall sense of community within the educational institution.

4. The Practice:

Institute promotes and prints poems, paintings, sketches, photographs clicked by the students in the newsletter. Institute also publishes views and ideas of faculty members on various topics. Also photos of various programmers and events like Ranangan, Odyaan Fest, Yoga day, Blood Donation, Organ donation are published in the newsletter to motivate students for participation in various events.





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5. Evidence of Success

Institute printed many poems, articles written by students, various sketches and paintings made by students also unique and innovative photographs clicked by students. Opinions of faculty on topic like "Impact of film on students", "holistic development", "SIP to shape your career" was printed. Photos of events were published with details of the program. Also, newsletter includes the clips of articles published in local newspaper.

6. Problems Encountered and Resources Required:

Challenges in newspaper was it requires a proactive approach, effective management, and collaboration among students, faculty, and administration to ensure the success. Encouraging student and faculty involvement in the magazine is challenging because of Lack of interest, time constraints, or a perception that contributions are not valued results in a limited pool of contributors, affecting the variety and quality of content. Meanwhile, it becomes tough to go through all the articles, poems, photos, sketches, paintings and select the best one for printing as publishing all the perception of students is not feasible in a newsletter and I my hamper the students. Selection of articles to published in the newspaper is a very time-consuming process.


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Director

Director
Zeal Institute of Management
& Computer Application
Pune - 411 041.